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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
UTILITY PATENT APPLICATION TRANSMITTAL
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<i>Address to:</i> Assistant Commissioner for Patents Box Patent Application Washington, DC 20231	<i>Attorney Docket No.</i>	50R4802
	<i>Inventor(s)</i>	CHANG
	<i>Assignee Name:</i>	SONY CORPORATION - Toyko, Japan
	<i>Assignee Name:</i>	SONY ELECTRONICS INC. - Park Ridge, New Jersey
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	<i>Total Pages</i>	22

Title of Application:

***SYSTEM AND METHOD FOR ESTABLISHING VIEWER SHOPPING PREFERENCES BASED ON VIEWING AND
LISTENING PREFERENCES***

Transmitted with the patent application are the following:

- 1 Page(s) Transmittal form (plus one copy)
- 16 Page(s) Specification, claims, abstract
- 1 Page(s) Formal Drawings
- 4 Page(s) Declaration and Power of Attorney

EXPRESS MAIL CERTIFICATE***Respectfully submitted,***

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I hereby certify that the above paper/fee is being deposited with the

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